

Claims

What is claimed is:

1. A method for routing media comprising:

receiving a request for media;

5 determining a program in which the requested media is identified;

creating a presentation having a presentation identification based on the
program;

generating a reservation comprising a reservation identification and the
presentation;

10 generating a play script comprising the reservation identification and at
least one media identification for the requested media;

receiving the reservation, the reservation identification, and the media
identification at a routing processor;

15 validating at the routing processor the reservation identification with the
reservation and determining a media switch configured to stream the
media identified by the media identification;

generating an address for the media switch upon validating the reservation
identification and determining the media switch; and

20 streaming the media identified by the media identification from the media
switch upon a session being initiated at the address.